



**EMBARGOED UNTIL AFTER DELIVERY OF MOH COS 2020 SPEECHES**

## **SUPPORTING SINGAPOREANS TO CARE FOR THEIR HEALTH AND WELLBEING**

The Ministry of Health (MOH) will continue to invest in health promotion, working with industry and community partners to help Singaporeans achieve better health.

### **Measures to Reduce Sugar Intake from Pre-packaged Beverages**

2. MOH will introduce mandatory nutrition labels and advertising prohibitions for pre-packaged beverages, to take effect from end 2021. To deploy the nutrition label and advertising prohibitions, MOH has also introduced a grading system for beverages, based on sugar and saturated fat content. More information on the grading system is in [Annex A](#).
3. Manufacturers would have almost two years to reformulate their products in accordance to these measures. The regulations for the measures will be published by the end of 2020, before coming into effect in end 2021. This provides sufficient runway for the industry to make the necessary adjustments to comply with the regulations.
4. The Health Promotion Board (HPB) will continue to support industry reformulation efforts, such as by extending grant support through the Healthier Ingredient Development Scheme (HIDS), and facilitating link-ups with novel healthy ingredient developers.

### ***Nutrient-summary label***

5. The nutrient-summary label will be named 'Nutri-Grade', and will apply to all pre-packaged non-alcoholic beverages sold in Singapore. It will have four colour-coded grades. Grade A, corresponding to the lowest sugar and saturated fat thresholds, will be in green. Grade D, corresponding to the highest sugar and saturated fat thresholds, will be in red.
6. The label will be mandatory for beverages with Grades C and D, but voluntary for Grades A and B.
7. HPB has conducted local consumer research studies<sup>1</sup>, in consultation with experts, to ensure that the design elements of the label can be easily understood by the public. An image of the Nutri-Grade label is shown in [Figure 1](#).

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<sup>1</sup> <https://www.moh.gov.sg/resources-statistics/measures-to-reduce-sugar-consumption-from-beverages>

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Figure 1: The Nutri-Grade label<sup>2</sup>



8. In addition to the grades, the sugar level of the beverage will be shown clearly on the label in the form of percentage of total volume. This enables consumers to make more informed choices, as they can compare the sugar levels across beverages within the same grade.

9. The Healthier Choice Symbol (HCS) guidelines will also be revised to align with the thresholds for the new label such that all HCS drinks are either Grade A or B. For Grade A or B products, manufacturers can choose to label their qualifying products with the HCS and/ or Nutri-Grade label.

### ***Advertising prohibitions***

10. The advertising prohibition will only apply to Grade D beverages across all media platforms except at points-of-sale (POS). This means that Grade D beverages will not be able to advertise on broadcast, cinema, print, out-of-home, on-ground, as well as online and mobile media platforms. These include television commercials, bus stop advertisements, website banners as well as social media ads such as paid influencer posts.

11. POS advertising at both physical and online sites (including in-store, e-commerce, vending machines and Food & Beverage (F&B) outlets) will be permitted. Examples of POS advertising include shelf talkers, promotional signage, product displays, tasting, and advertisement pop-ups on e-commerce sites. However all POS advertising material featuring Grade D beverages will need to show the products' 'D' Grade clearly.

12. Advertisements that feature a family of products, including one that is Grade D, are also not allowed. However brand advertising will still be allowed. MOH will monitor the situation and tighten the scope of the regulation if needed.

### ***Extension of measures to freshly prepared beverages***

13. MOH held a public consultation between December 2018 and January 2019 on possible measures in relation to beverages, with the stated aim of reducing Singaporeans' overall sugar intake.

14. In the course of this consultation and thereafter, MOH received strong feedback from members of the public, experts and the industry on the need to regulate the freshly prepared beverage<sup>3</sup> sector. After a careful review of the feedback and the local landscape, the

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<sup>2</sup> The Nutri-Grade label design may be subject to further changes. The final artwork will be released at a later date.

<sup>3</sup> Freshly prepared beverages include drinks such as bubble tea, freshly made herbal drinks, freshly brewed coffee/tea, freshly squeezed juices, and more. They could be served at settings such as restaurants, cafes, takeaway kiosks, food courts, etc.

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government has decided to extend the labelling and advertising measures to freshly prepared beverages. Sugar from freshly prepared and pre-packaged beverages has the same impact on our blood sugar levels. We also observe that freshly prepared beverages are a key and growing source of sugar in our diets, and there are concerns that regulating only pre-packaged beverages may lead to a substitution effect (i.e. consumers switching from pre-packaged beverages to freshly prepared beverages). Extending the measures to freshly prepared beverages will enable us to better meet our objective of reducing Singaporeans' overall sugar intake.

15. As a start, these measures will only apply to large chains which serve many customers. The government will carefully analyse the local F&B landscape in order to determine the appropriate criteria for a 'large chain'.

16. Other jurisdictions that have introduced mandatory labelling in F&B settings have adopted thresholds of between 10 to 20 outlets as their criteria. Taking reference from this, small 'mom-and-pop' businesses with one or two stalls, such as those in hawker centres, will not be affected at the outset. Nevertheless, we will closely monitor the rollout of the measures, and may gradually extend the scope to cover more establishments over time for greater impact. F&B chains and businesses that are not considered 'large chains' under the criteria are encouraged to voluntarily adopt these measures.

17. MOH and HPB will continue to engage the industry in the coming months to better understand the issues, and determine the appropriate approach to implement the measures.

### ***Measures to encourage consumption of plain water***

18. The government has also increased the availability and accessibility of drinking water. Water dispensers are already available at 30 hawker centres. By mid-2020, water dispensers will be installed at the remaining 82 hawker centres. The public transport operators (PTOs) have also installed water coolers at 14 out of 39 bus interchanges and terminals, and plan to install them at two more bus interchanges at Bukit Batok and Woodlands. MOH will continue to work with the PTOs to install more water dispensers where feasible.

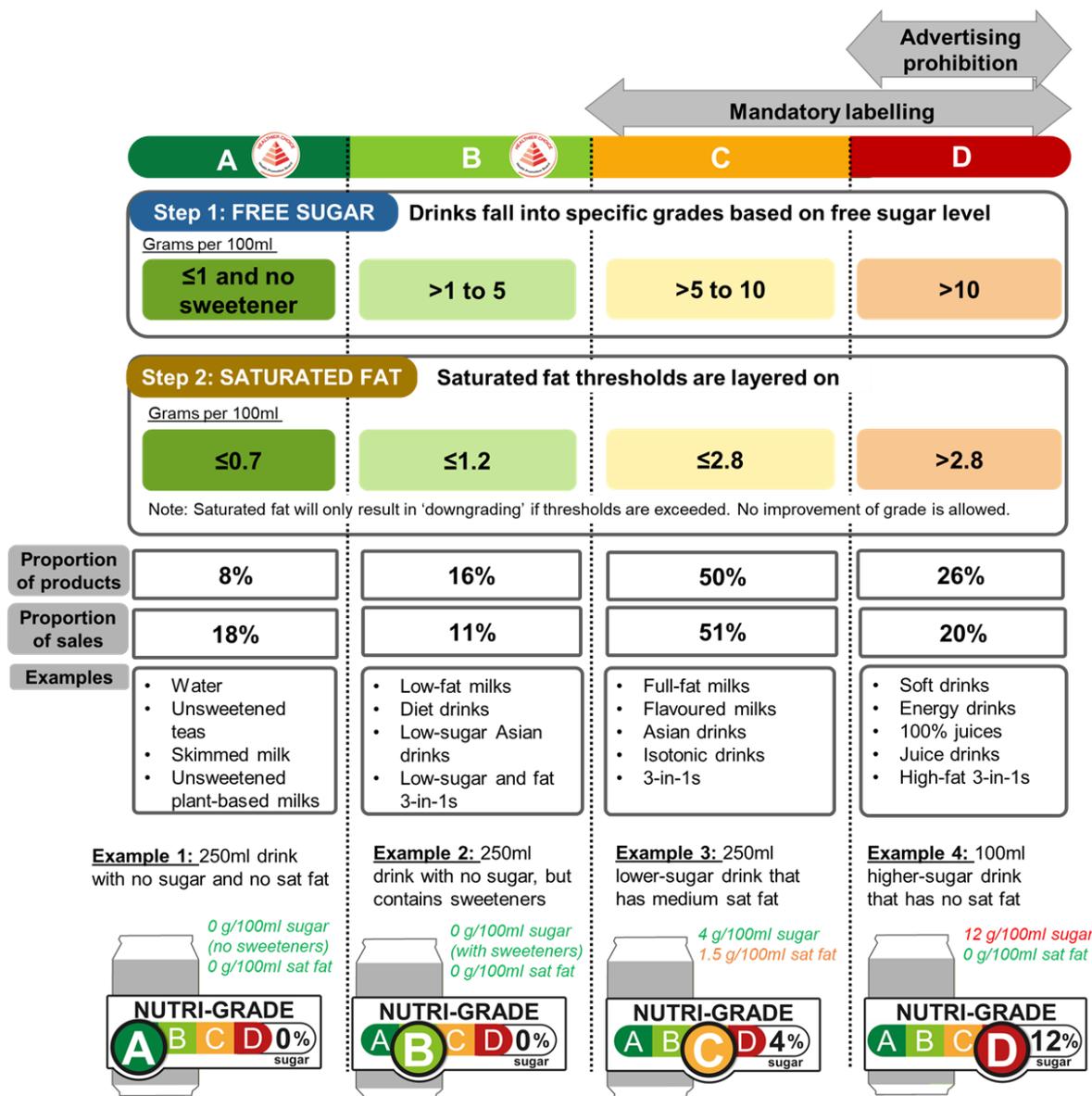
19. The War on Diabetes is a joint effort by all stakeholders. MOH encourages F&B operators to provide tap water, whether free or at a nominal charge, to their dining customers. Members of the public are also encouraged to bring along a water bottle to make use of the water dispensers that have been installed island-wide, or to fill directly from the tap.

20. To complement these efforts and encourage Singaporeans to opt for water, HPB will launch a nationwide campaign to promote the consumption of plain water in mid-2020.

GRADING SYSTEM FOR BEVERAGES

1. Beverages will be graded based on sugar and saturated fat content<sup>4</sup>. All beverages, including juices, soft drinks, milk and milk-based drinks, coffee and tea etc. will be graded using a single set of nutrient thresholds. The grading system and its nutrient thresholds are summarised in Figure A-1.

Figure A-1: Summary of Nutri-Grade Grading System



Source: Health Promotion Board

2. Based on an analysis of the current market, approximately 70% of pre-packaged beverages sold in Singapore would be affected by mandatory labelling. 20% of the

<sup>4</sup> Saturated fat is commonly found in milk/creamer-based drinks.

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beverages sold are Grade D products that would be subject to the advertising prohibition. Some examples of affected beverages include higher-sugar carbonated soft drinks, sweetened teas and coffees, 3-in-1s, fruit juices, cultured drinks and energy drinks.

3. We expect to see reformulation and introduction of healthier drinks over the next one to two years before the measures come into effect in end-2021, which will provide a greater variety of healthy options for Singaporeans and reduce the number of products affected by the two measures.

4. The sugar and saturated fat thresholds were determined based on a careful analysis of the local market. The grading system has also been validated by experts to ensure that it is scientifically robust. The thresholds may also tighten as considerations such as market trends and consumer preferences change over time.